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MAD

"They really shouldn't ban praying in public schools! After all, that was the only way most of us got through!"—Alfred E. Neuman

WILLIAM M. GAINES publisher **ALBERT B. FELDSTEIN** editor

JOHN PUTNAM art director **LEONARD BRENNER** production

JERRY De FUCCIO, NICK MEGLIN associate editors

JACK ALBERT lawsuits

GLORIA ORLANDO, CELIA MORELLI,

DAVID FRAZIER subscriptions

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

DEPARTMENTS

ACCLAIM JUMPING DEPARTMENT	
The MAD Overrated-Underrated Book	40
BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side Of Guilt	18
BYGONE BUY-GONES DEPARTMENT	
The Yellow Pages Through History (Paleolithic Period)	24
CHILD'S PLAGUE DEPARTMENT	
Sibling Misery Is	14
DON MARTIN DEPARTMENT	
Early One Morning High In A Tree Top	23
Late One Fine Afternoon On An Uptown Bus	34
One Evening In A Nice Young Couple's House	48
GAME SHOW DEPARTMENT	
The Gift	35
GIVIN' 'EM A RIBBIN' DEPARTMENT	
MAD Medals Of The Issue (Medical Workers)	17
HONESTY IS THE BEST POLITICS DEPARTMENT	
MAD's Ingenious Plan For A More Efficient Government	37
JOKE AND DAGGER DEPARTMENT	
Spy Vs. Spy	42
LETTERS DEPARTMENT	
Random Samplings Of Reader Mail	2
LIB-SCHTICK DEPARTMENT	
When Women Take Over Movies Completely	30
MARGINAL THINKING DEPARTMENT	
"Drawn-Out Dramas" By Aragones	**
NEEDLEPOINT OF VIEW DEPARTMENT	
The MAD Ad Man's Sampler	12
PORTAL TO PORTAL PLAY DEPARTMENT	
A MAD Look At Doors	26
THE BEST LAID PLANTS... OFT GO BOOM DEPARTMENT	
"The China Sin-Dome" (A MAD Movie Satire)	4
WARNING: CONTAINS CYCLE-MATES DEPARTMENT	
"CHimps" (A MAD TV Show Satire)	43

**Various Places Around The Magazine

**"THE CHINA
SIN-DOME"
(A Movie
Satire)
Pg. 4**



SHAME ON YOU!!



**THE
LIGHTER
SIDE OF
GUILT
Pg. 18**

**A MAD
LOOK
AT
DOORS
Pg. 26**



**WHEN WOMEN
TAKE OVER
MOVIES
COMPLETELY
Pg. 30**

**MAD'S PLAN
FOR A MORE
EFFICIENT
GOVERNMENT
Pg. 37**



**"CHIMPS"
(A MAD
TV Show
Satire)
Pg. 43**

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Yep, over 10 million MAD readers are sold on the idea that these ads offering full color portraits of Alfred E. Neuman, MAD's "What-Me-Worry?" kid, suitable for framing or wrapping fish, will never work! So be an exception to the fool! Prove them wrong! Mail: 35¢ for one, 75¢ for 3, \$1.55 for 9, \$3.15 for 27 or \$6.35 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022.



LETTERS DEPT.



NATIONAL SAFETY COUNCIL'S NEUMAN

I'm glad to see Alfred finally got his award (Safety's Man Of The Year), in the cause that either safeguards or vexes all of us, i.e. the 55 speed limit and "child-proof" medicine bottles!

Edward F. Geis
Chesapeake, Va.

INVASION OF THE BOOTY SNATCHERS

Drucker and Hart's "Booty Snatchers" made my Venus flytrap barf! That's more than it did when I took it to see the movie.

David Green
San Juan Capistrano,
California

"Invasion Of The Booty Snatchers" really grew on me!

Phil Kopp
Seattle, Wash.

I was very pleased to see the reference to the Burpee Seed Company on the Lima "Pod" in your satire, "Invasion Of The Booty Snatchers." It is encouraging to know that Alfred E. Neuman and friends not only know something about humor, but also gardening. I am not sure that Burpee breeders have quite yet developed a Lima plant that produces humans, but with some MAD inspiration, who knows what could happen!

W. Atlee Burpee IV
W. Atlee Burpee Co.
Santa Paula, Calif.

Tell Drucker and Hart that podding was such sweet sorrow!

Keith Pevey
Houston, Texas

KUDOS FROM WAY OUT FATHER

Since I was ten years old, MAD has been must reading. I am now a Catholic Priest and MAD continues to be must reading for me. Your satires help all of us to see if we really are who we say we are, and to really look at how our lives represent our real values. Keep poking our minds.

Fr. Phil Schmitter
Flint, Michigan

MEANWHILE, BACK AT THE KLAN . . .

As both the director and star of "Animal House," we would like to thank MAD Magazine for offending the Ku Klux Klan (Letters Dept., Sept. '79) in your "Abominal House" satire. It is an honor to be associated with any insult to the Klan.

John Landis
John Belushi
Universal City Studios
Universal City, Calif.

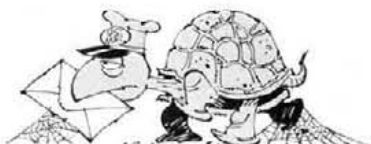
MAD SALUTES THE TURTLE

After reading "The Turtle," by Coker and Porges, I let my Hortense go swimming in my "inexpensive swimming pool." Then I thought, "Hey! Why don't I give her a whirlpool bath!" And you know something? I haven't seen the ungrateful critter since!

James Ganzer
New Britain, Conn.

I enjoyed your salute to "The Turtle" but Porges and Coker forgot to mention that turtles can be used as mail carriers by the U.S. Postal Service.

Brandon Hunt
Malibu, Calif.



Coker's turtle drawings are truly expressive. My turtle has a subscription to MAD himself and the other day I caught him swimming in his new-found "turtle swimming pool!"

Carol Spizman
Los Angeles,
California

Now that you have elevated "The Turtle," how about giving snails equal time? Matthew K. Walt
Indianapolis, Ind.

THE GAME OF THE NAME



I'd like to share an intriguing pastime with your readers: trying to guess the title of Dave Berg's "The Lighter Side Of . . ." by reading the article, starting on the last page. It's a lot trickier than you might think. It's fun to see how many panels it takes to guess it right, or who among your friends can guess it first. As a college math teacher, I find it a challenging recreation.

Bill Leonard
Berkeley, Calif.

It's also much funnier that way!—Ed.

MAD ASSORTMENT OF EXPOSED JOCKS

Judging by Paul Peter Porges's blundering "Exposed Jocks," the locker-room insurance premiums must far exceed the annual gate receipts.

Charles Poggi
Hoboken, N.J.

A MUSICAL COMEDY

I thought you might like to add this to whatever "museum" you have about MAD Magazine. It happened during a Commencement, and the culprit is my son, Sheldon Granor.

Marie Granor
Dresher, Pa.



PHOTO COURTESY OF THE AMBLER GAZETTE

THE DISCO MAN

Considering I just studied Alfred Noyes's "The Highwayman" in school, I thoroughly enjoyed Tom Koch and Don Martin's "The Disco Man." Tom and Don put pepper in the Salsa beat.

Matthew Hendley
Waterloo, Canada

SHMORK & WINDY

Tonight I watched "Mork & Mindy" on TV and then turned to your TV satire. Presto! Instant replay! However, I think you missed the perfect cover. Mainly, Mork with Alfred's face, saying, "Shazbat... me worry?"

Lois Aleta Fundis
Weirton, West Virginia

What you did to Robin Williams in "Shmork & Windy" was absolutely inhuman. Luckily, so is Mork.

Michael Webster
Tucson, Arizona

I think your "Shmork & Windy" stinks! Mork & Mindy is a funny comedy and you have no right to make fun of shows like that.

Michelle Wall
Ft. Wayne, Ind.

RICKARD'S "HEAVY" MINI-POSTER

Rickard's back cover presentiment, the Presidential pickaback, now sadly shapes up as a "fond" farewell to the Chief. Oh, the heat in that White House kitchen!

Joe Capitani
Rutherford, N.J.

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- ☐ Swinging MAD
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- ☐ DON MARTIN Carries On
- ☐ DON MARTIN Steps Further Out
- ☐ DON MARTIN Forges Ahead
- ☐ DON MARTIN Digs Deeper
- ☐ DAVE BERG Modern Thinking
- ☐ DAVE BERG Our Sick World
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- ☐ History Gone MAD
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In the past, there have been many hit motion pictures that have echoed sensational news stories. But recently, there was a sensational news story that echoed a hit motion picture. Some people say it was a coincidence, some people say it was ESP, and a few people claim it was a stunt by a publicity man that got out of hand. The incident, of course, was the "Three Mile Island Nuclear Power Plant Mishap" ... and the movie, of course, was the thrilling, frightening account of what goes on under:

Which sounds better? "255 die in plane crash!"... "137 die in plane crash!" Or "14 die in plane crash!"?

I think "137 die in plane crash!" 255 is too high! It might ruin people's dinner! And 14 is too low! No one will care!

How can you MAKE UP news headlines like that?

We're members of the WRITER'S GUILD! We're paid to be creative!

Honey, I need help fast! The phone at the Weather Bureau is busy, and I have to make my forecast in three minutes! Can you look out the window for me?

Er... does anybody know when we're going to finish shooting this last scene?

Yeah! We've been waiting around here a long time!

Good Heavens! Didn't anyone tell you?!? They wrapped up "NETWORK" three years ago! Go home! GO HOME!



Attention! One minute to air!

We're opening with the Clowns, cutting to the Marching Band, then dissolving to the Hot Dog Eating Contest... right?

Right! Boy, directing a "News Show" is really tough!!

Hey, this is Kiddingly Welts! I can't go on at the top of the show! My cameraman went to the bathroom, and he took his Mini-Cam with him!

We know!! And the jerk left it on!! No matter what—don't ANYBODY cut to that remote Mini-Cam camera!!

The China Sin-Drome

Okay, cue Kiddingly!!

Hi! This is Kiddingly Welts... with today's "CALIFORNIA SWEET"...

... a bit of very light news designed to take your mind off all the sadness in the world... by making you think of all the NAUSEA you'll get as you watch this segment!



... so if you want to send a special telegram to someone, "Lively Wires" has the answer! Its service is very different from Western Union in TWO ways! First, they SING the telegram! And second, they ACTUALLY DELIVER the message! Not only does "Lively Wires" have "SING-GRAMS," they also have "DANCE-GRAMS," GIFT-GRAMS" and for people you hate... "BOMB-GRAMS"!



Okay, everybody, let's pack it up! We have to get right over to the Banana Nuclear Plant to film our Energy Special!

Miss Welts? I have this FLOWER DELIVERY for you! That'll be \$10.00!

I owe YOU \$10.00!?

That's right! It's a "C.O.D.-GRAM"!



ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

Hello! I'm Bull Glib... the Public Relations man for C.G.&E.!

C.G.&E.? Is that "California Gouging and Embezzlement"? Now let me show you how nuclear power works!

Yeah, but around here, we jokingly refer to it as "California Gouging and Embezzlement"! Now let me show you how nuclear power works!

A nuclear chain reaction produces heat, the heat produces steam, the steam turns the turbine, the turbine rotates the generator, the generator powers the computer, and the computer sends out your Electric Bills! So, the faster we turn the turbine, the higher your Electric Bills!



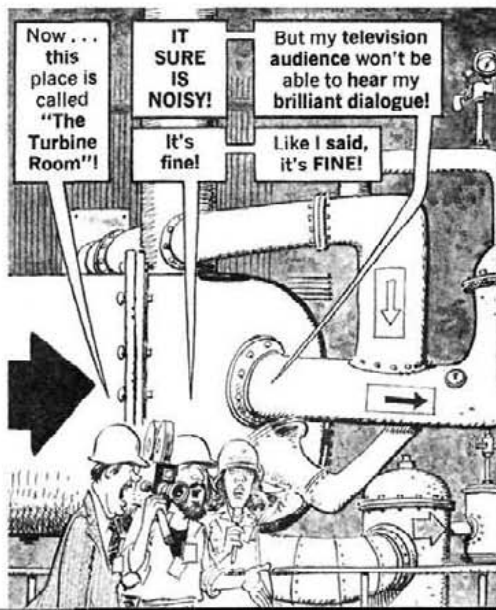
Now... this place is called "The Turbine Room"!

IT SURE IS NOISY!

It's fine!

But my television audience won't be able to hear my brilliant dialogue!

Like I said, it's FINE!



Now, down there is the **Control Room** . . . but I'm afraid you cannot photograph it for security reasons!

What kind of security reasons?

If people on the outside see how casually we run this plant, they'll lose their **SECURE FEELINGS** about nuclear power!



What was that?

That vibration!

Then why is that **ALARM** sounding??

Oh . . . that's our "**Nothing Alarm!**" It sounds when **NOTHING** goes **WRONG!!**

What was **WHAT...**?

Forget it! It was nothing!



We've got a turbine "**trip!**" Take it off the line and stabilize the reactor!

This gauge says we have **TOO MUCH** water in the core!

Don't panic! We've got a **second gauge!**

The second gauge says we have **TOO LITTLE** water in the core!

That, men, is the reason we have **THREE** gauges! What does the third gauge say. . . ?

The third gauge is **BROKEN!!**

Damn! If someone would've thought about having **FOUR** gauges, we wouldn't be in the mess we're in right now!



Goetell, it's Bull Gibbs . . . up on the **Visitors' Gallery!** I have some folks from **TV Channel 3** with me! They want to know what's going **ON** down there!

Just a routine turbine "**trip!**" Nothing to worry about! But . . . if you want to feel totally safe, just step back a little!

How far back?

Arizona should do it!



There goes **ANOTHER ALARM!** Are you **SURE** we're not in any danger???

Look for yourself! Are those people panicking?

No . . . they're too busy **BARFING** to panic!

I swear . . . this is **NOT** an emergency! This is all routine! It is **NOT** serious!

ATTENTION! THIS IS AN EMERGENCY! THIS IS NOT ROUTINE! IT IS SERIOUS!

Boy . . . just give a guy a microphone, and right away, he starts ad-libbing!

We've got too much pressure building up! Open valves 7 and 8!!

You can't do that! Why not?!

Because it could leak and cause a nuclear explosion . . . it could contaminate the earth for ten miles around . . . and besides, it's almost **QUITTING TIME!**





We've got to-night's lead! Adamant shot film of an actual nuclear accident and no one knows we have it!

Too bad we can't use it! It's totally irresponsible to go on the air without all the facts!

But if we don't use this film, we don't have a **LEAD STORY!**

That's no problem! I'll make one up! Let's see... "Nursery Burns To The Ground! Sixteen Infants Perish!" Or how about "Tornado Hits Old Age Home!"

Boy... look who's talking "irresponsible!"

NEWS

Mr. Sonovitch! I want to do stories with more meat in them! Like today, all I got to do was go to the zoo and cover a lion's birthday party!

Don't worry, Kidding! Tomorrow, we've got an assignment for you that's meaty and weighty and religious! You're going **BACK** to the zoo and cover an elephant's bar mitzvah!

Spineless, after the turbine "trip," did you feel a secondary vibration?

Yeah! It was my stomach! I was scared witless!

I **SWEAR** there was a secondary vibration! Why doesn't this sensitive Vibration Recorder tape **SHOW IT!!!**

Because, for some odd reason, at the very second you claim you felt a secondary vibration, the Recorder needle fell off the machine!

I'm worried about this investigation! The experts from the Atomic Energy Agency are really digging deep! They even asked me my home phone number!

Don't worry! You'll come out just fine!

That's easy for **YOU** to say! You're an engineer and an ex-Navy man! I'm just an ordinary worker! I didn't even know till today this is a **NUCLEAR** Power Plant!

DO NOT ENTER INVESTIGATION GOING ON

You can stop worrying and go home now, Spineless! The investigation is over! I don't think they want to see you...!

Oh...? How come?

I told them exactly what happened... and they all **FAINTED!**

You better find your cameraman, Adamant! He stole the film of the nuclear power plant accident out of the film vault!

The vault is **NEVER** locked! Who ever heard of a Network Executive with brains enough to remember a combination to a safe???

WHAT?! How did he get into the vault?

Hi! Won't you join me?

Well, this **IS** a coincidence!

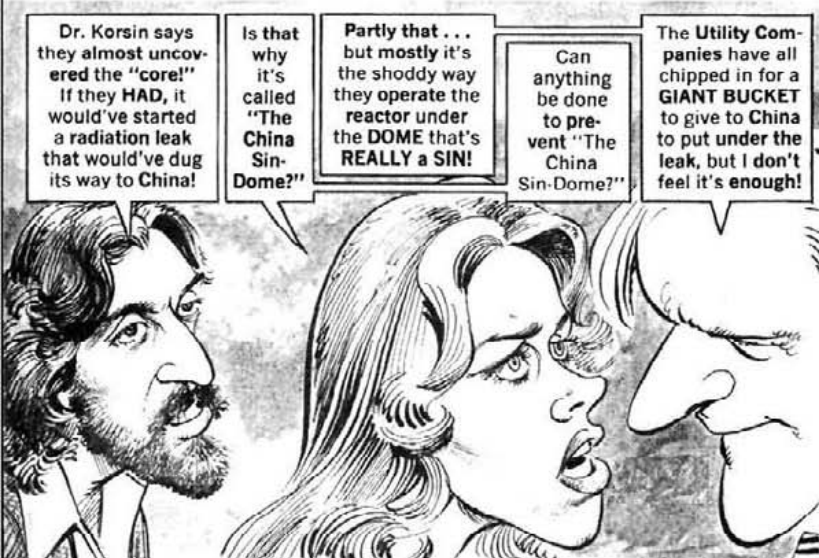
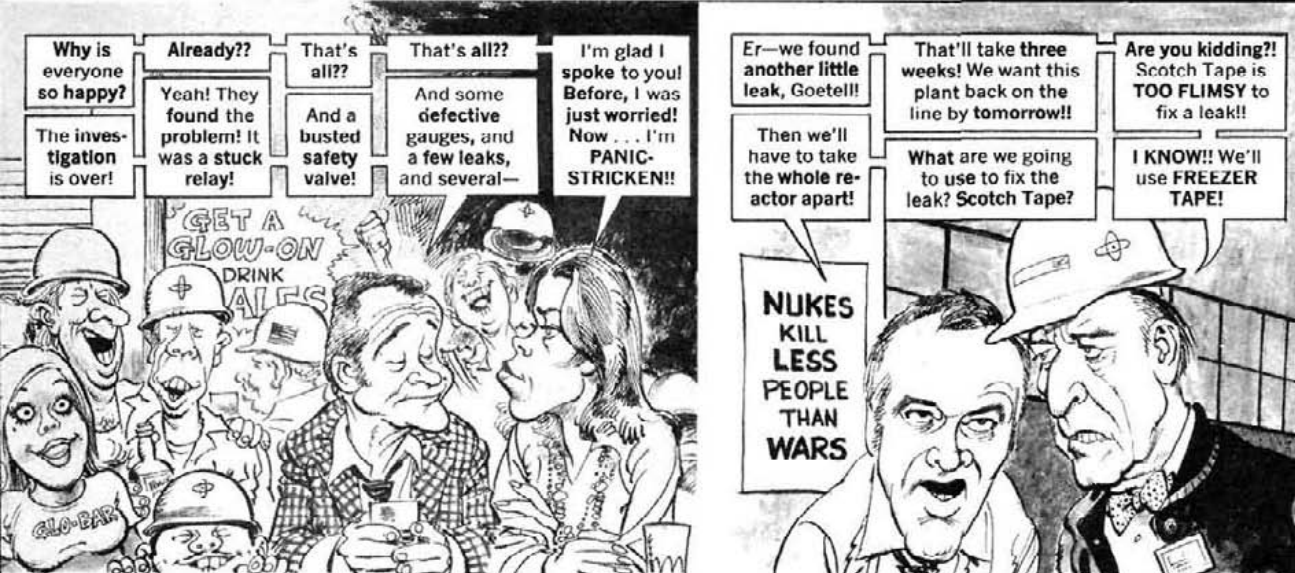
That I work at the power plant?

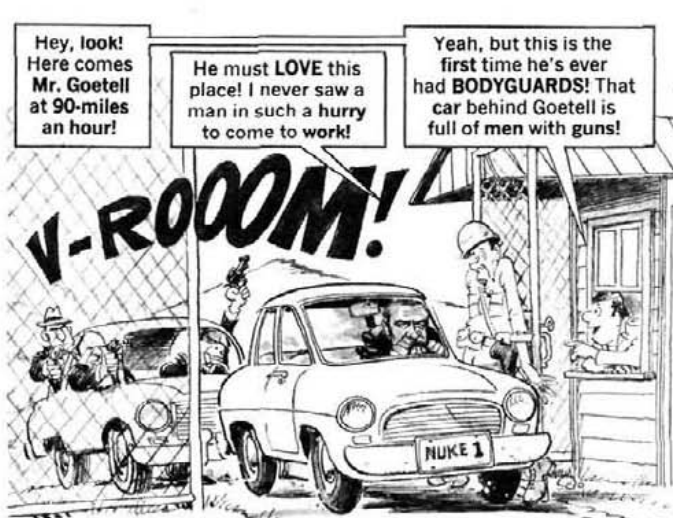
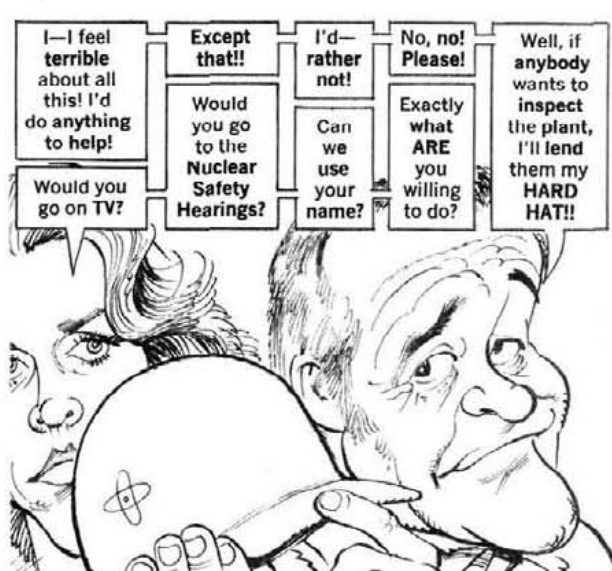
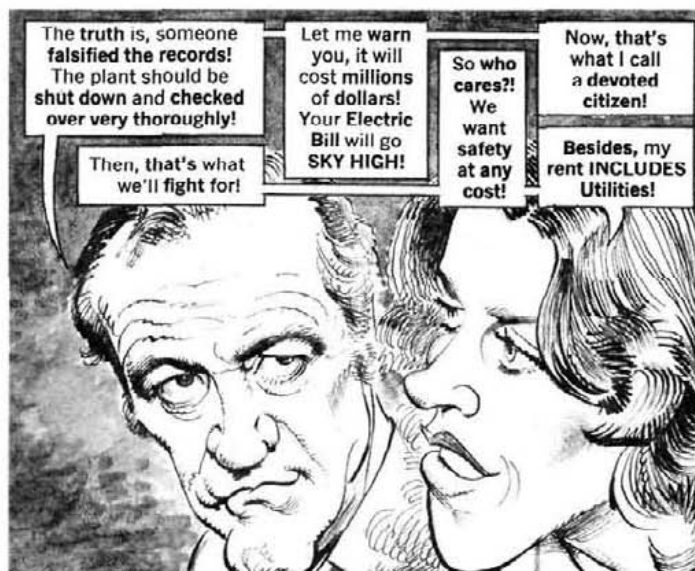
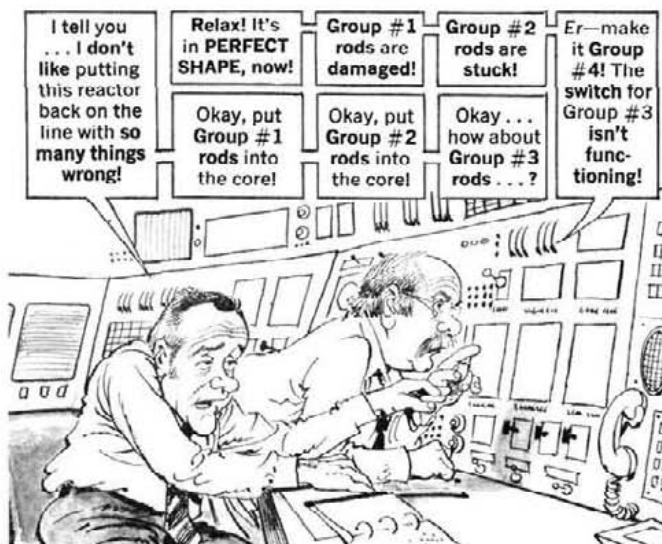
That out of all the bars in California, I pick the same one you're in!

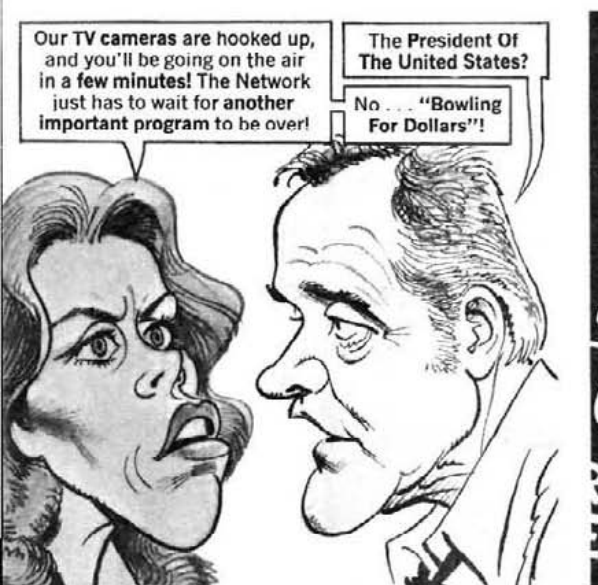
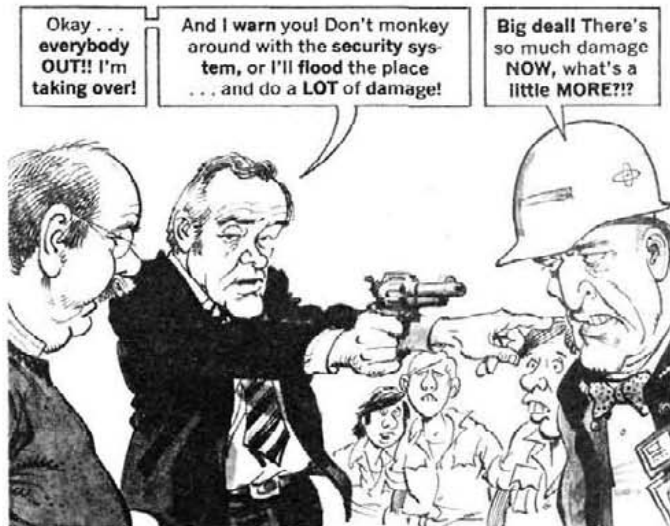
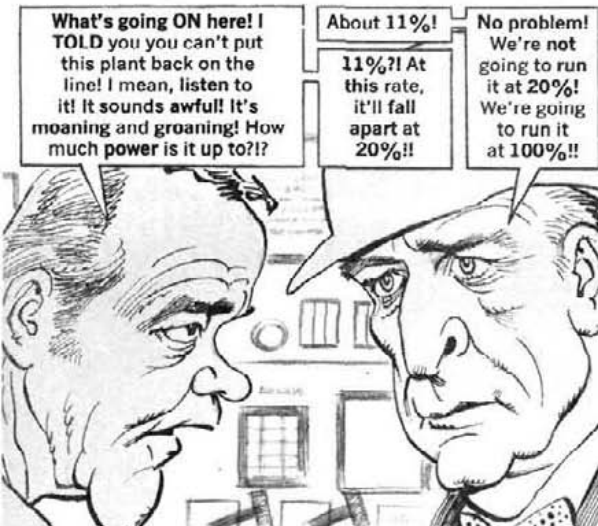
BAR

EXIT

DOWN WITH SOLAR ENERGY







Oh, my God!! There goes the **ALARM** again!!

And the generator is tearing loose from its base!!

And here comes a SWAT Team ... smashing through the locked doors with their guns blazing ...!!

We'll be back with **MORE** live action in a moment!

But first, these important messages from our sponsors!

My God!! He's DEAD!! They **SHOT GOETELL!!**

Who'd believe that C.G.&E. would let things go this far?!

You folks who are two or three months **BEHIND** on paying your Electric Bills ... maybe we better show you that shooting again in slow motion!!



I really don't know what all the commotion's about!

You **DON'T!!?** An employee is shot!! A reactor falls apart! A reactor core is almost uncovered! News is withheld from the public!

But these things happen **EVERY DAY** at a nuclear power plant! I wish the Press wouldn't make such a **BIG DEAL** out of some routine problems!

Folks, I have a prepared statement to read ...! "At **NO TIME** was this nuclear power plant in danger!"

Okay ... the **PLANT** was never in danger! But what about the **PEOPLE?**

Like I said ... the **PLANT** was never in danger! Now, if you want to talk to any C.G.&E. Executives personally, you can phone them at the **Golden Lei Hotel!**

The **Golden Lei Hotel?** That's in **HAWAII!** Why are they in Hawaii?!

Because it was just impossible to get airline tickets to **EUROPE** on such short notice!'



Folks, this is one of Mr. Goetell's best friends ...

People here are saying that Jack Goetell was a looney! **WAS** he in fact a looney?

Definitely not! Weird—maybe! Sick—a touch! Off the wall—perhaps! Bonkers—a bit! Crazy—

Well, folks, if this is one of Jack Goetell's **BEST FRIENDS**, it's no wonder he wasn't shot a lot earlier than this!!



Kiddingly, you did such a fantastic job on the Reactor Mishap story, we've bought you something to show you our appreciation!

No more covering an assignment in that little Jeep! The station has bought you your own fully-equipped **Mobile TV Studio** ... with its own power supply!

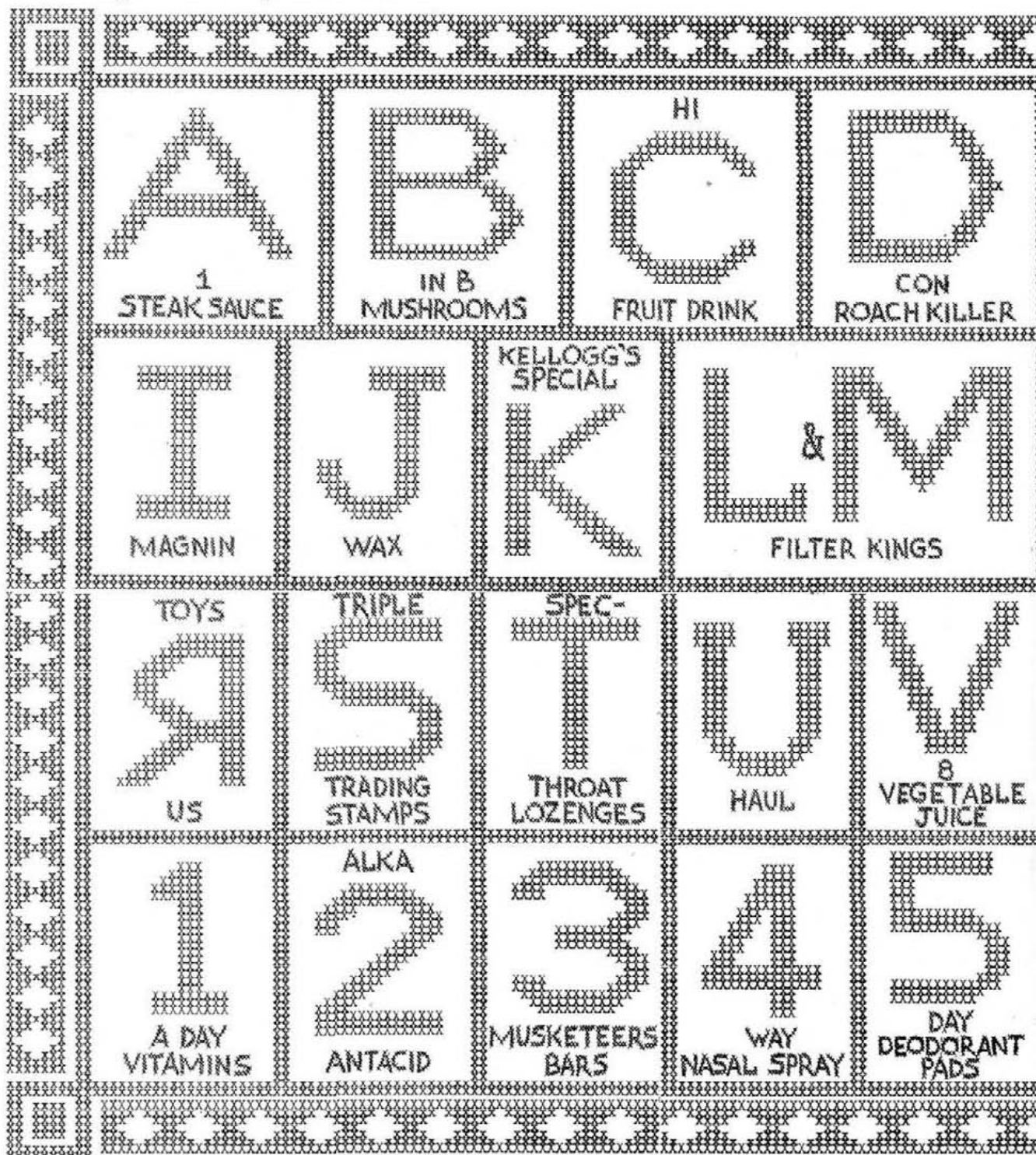
That's wonderful, Mr. Sonovitch—but with the gas shortage, is it a wise investment? It must burn a ton of gasoline!

That's the best part! The van is **NUCLEAR POWERED!**



Hey, there, all you ulcerated and unnerved Madison Avenue executives! Here is our alternative to basket-weaving and bead-stringing: mainly our easy-to-follow pattern for...

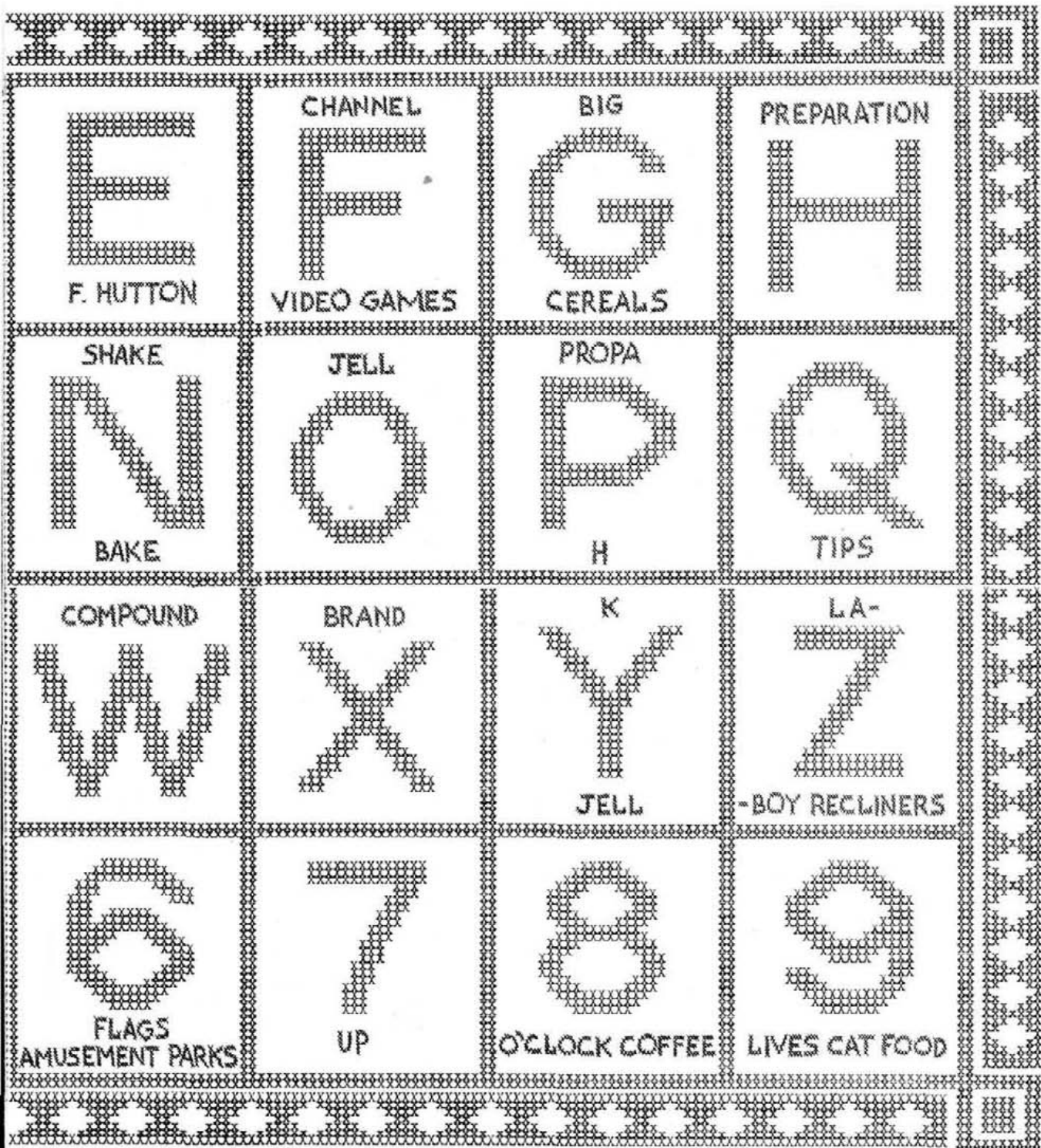
THE MAD A



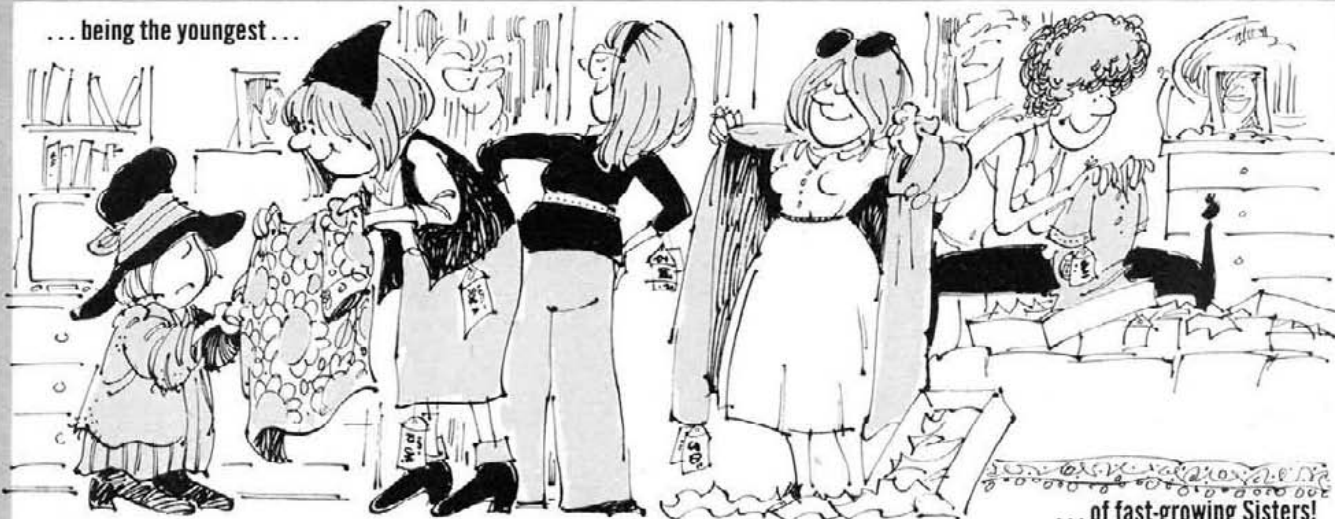


D-MAN'S SAMPLER

ARTIST & WRITER: HENRY CLARK



... being the youngest ...



... of fast-growing Sisters!

... having a would-be Rock Star for a Brother ...



... while preparing for your Pre-Med Exams!

CHILD'S PLAGUE DEPT.

SIBL MIS IS

ARTIST: PAUL COKER

... having a 9:30 curfew ...



... while all the others get away with murder!

... having a jock Brother ...



... and the washing-machines busted!

... having an over-weight Sister ...



... who's trying to diet!

... LING ... ERY

WRITER: PAUL PETER PORGES



... being the only Brother ...



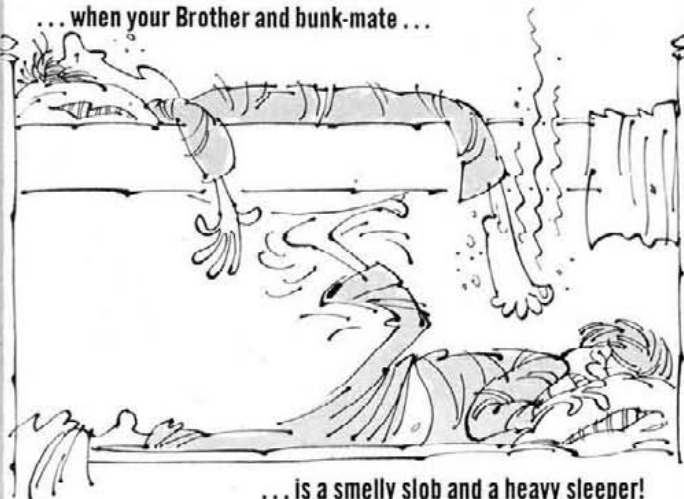
... of a beautiful Sister!

... being the big Brother ...



... of a wise-ass!

... when your Brother and bunk-mate ...



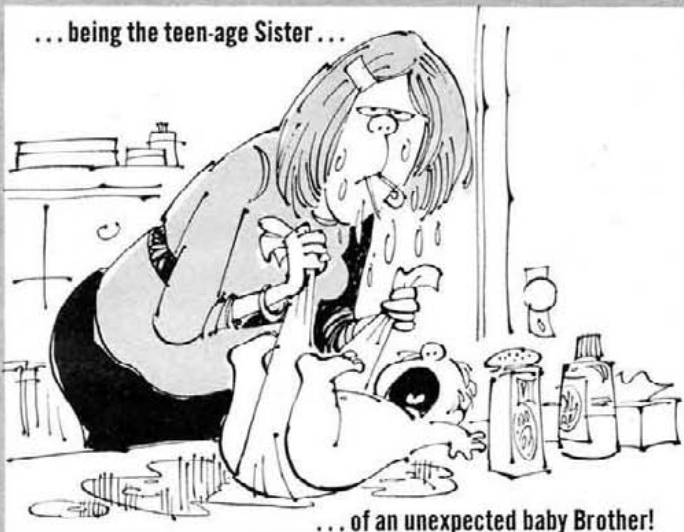
... is a smelly slob and a heavy sleeper!

... when you're the only boy of six ...



... who's not an athlete!

... being the teen-age Sister ...



... of an unexpected baby Brother!

... when your big Brother is a lousy dresser ...



... and you have to wear his hand-me-downs!

... having five older Sisters ...



... and only one bathroom!

Why restrict the awarding of medals to the military? After all, Civilians perform heroic acts while fighting life's daily battles as well! Let's recognize them with

THIS ISSUE'S PROPOSED MAD MEDALS

... TO BE PRESENTED TO DESERVING MEDICAL WORKERS

THE FETID
FOOD CITATION



For bravely facing without fear the verbal wrath and physical abuse of hospital patients while courageously producing inedible food so patients won't over-eat and get tummy aches.

THE WINGED
BILL MEDAL



For promptness above and beyond belief in sending out bills so that patients need not suffer the agony of delay in arranging loans, or selling their cars or homes to raise money to pay them.

THE STONE
HEART AWARD



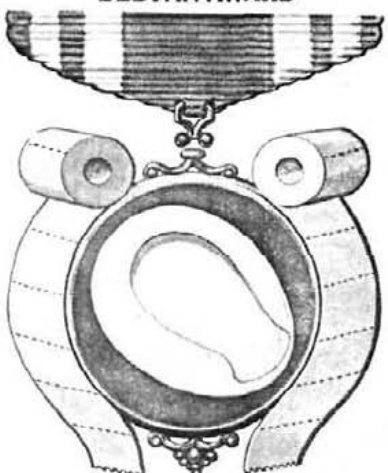
For gallantly treating all patients—regardless of race, color or creed—with equality . . . which means never ever showing favoritism such as being sweet, considerate and understanding.

THE SCREAMING
SIREN MEDAL



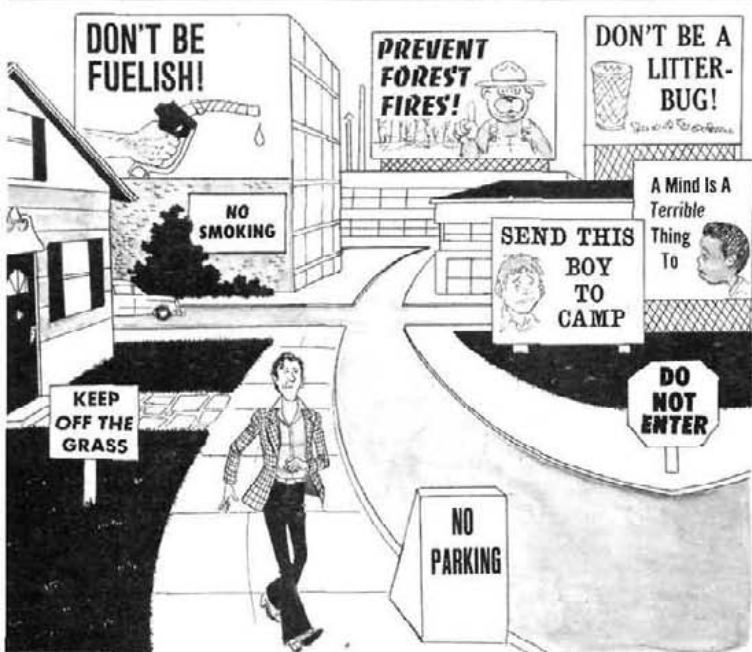
For heroically risking life and limb in order to race patients to the hospital emergency room, even though the place is hopelessly overcrowded and the patients won't even be looked at for eight or nine hours at the least.

THE SILVER
BEDPAN AWARD



For ignoring the selfish screams of emergency patients while faithfully carrying out the vital job of filling out Blue Cross forms. As many of the patients will die, catering to their whims would be a waste of time anyway.





BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...





GUILT

ARTIST & WRITER:
DAVID BERG



I feel like an **IDIOT!!** There isn't a car to be seen in any direction! And yet, here I stand—because that mindless sign says "**DON'T WALK!**"

Then t'hell with it!! Just **GO!!**

Okay, you've crossed the street against the sign! Now you don't feel like an idiot any more, right?

Now I feel like a **LAWBREAKER!!**

Right...

I can sure go for a piece of apple pie! I've got such a hunger, my mouth is watering!

Aw, gee! There's only one piece left! I—I can't eat this! I'd feel guilty as hell! What if someone else in the family has the same painful hunger?!

Then that somebody is going to have the same guilt feelings!

You're right!

Oh, you **PIG!** You **ARE** eating it after all!!

Why should I let someone **ELSE** in the family suffer?!!

Chomp!

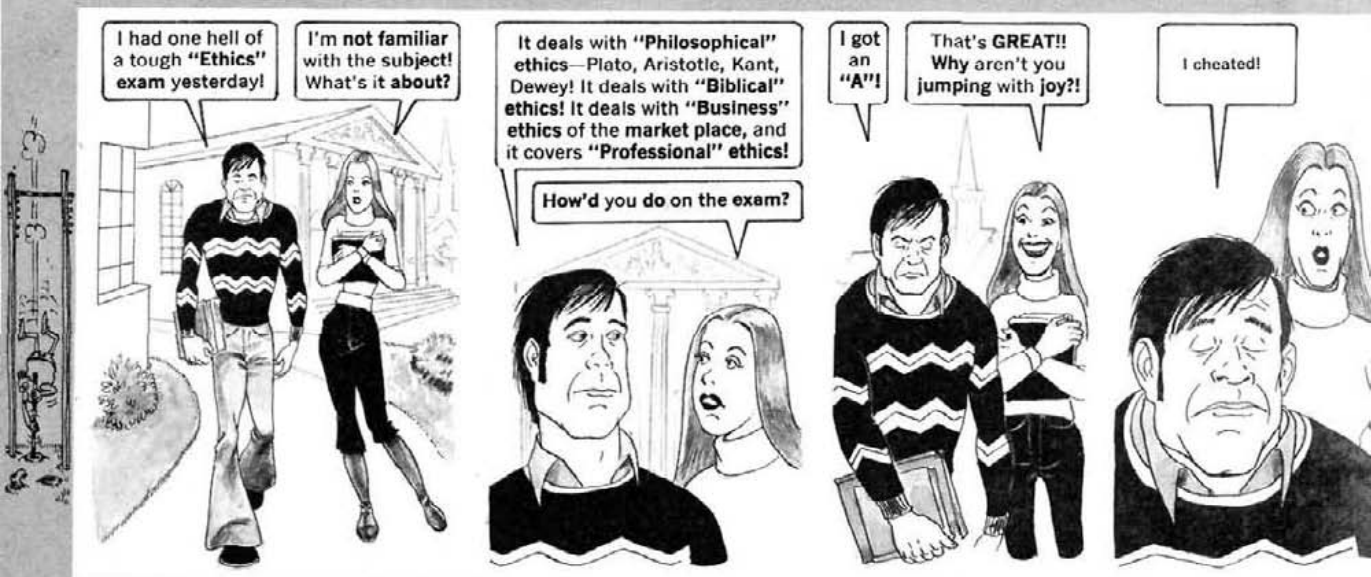
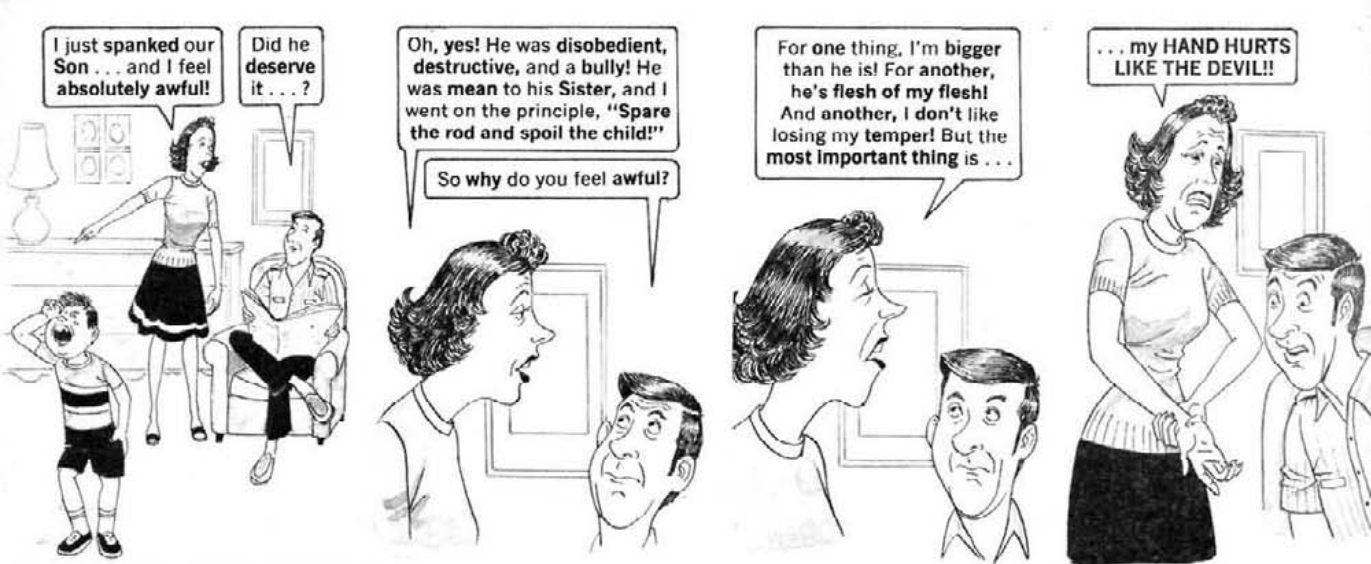
I feel absolutely awful! I keep asking myself, "**Is this trip NECESSARY?!**"

The whole country is suffering a gas shortage! The price keeps going higher and higher! And still, here I am... driving all over the place!

Do **YOU** think I'm a dirty rat fink, guilty of wastefulness?

That all depends! **WHERE** are you driving **TO???**

I'm trying to find a gas station that has **GAS!!**



I was demonstrating
against Nuclear Power
all day—a cause
I truly believe in!
And yet, I have such
twinges of GUILT!!

Why
do you
feel so
strongly
against
Nukes?

Because **RADIATION**
causes **CANCER!!**

That sounds like
a noble reason!
Why do you feel
so guilty...??

Because in
the six hours
I was on the
picket line—

—I smoked **TWO PACKS**
OF CIGARETTES!!



There are times when I look
at a poor man like that and
I get pangs of conscience!

After all... I've got wealth
... and everything that goes
with it, while that poor soul
has absolutely **NOTHING!!**

But then there are times
when I say, "Why doesn't
he go out and get it...
the way I did!?"

INHERIT IT!?



Oh-oh! I just dented the
fender of that car as I
was pulling out of the
parking space! I think
maybe I ought to do
something about it...!

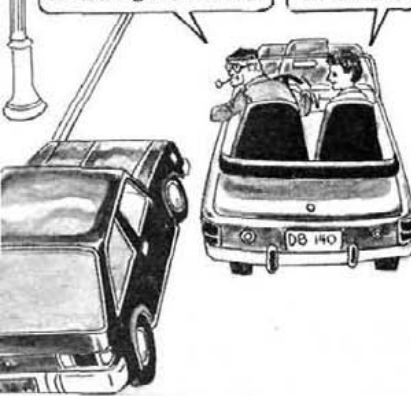
So **DO** it!
Go back and
leave a note.
Besides, it
happens to be the law!

When you're right, you
are right! I'll **DO** it!

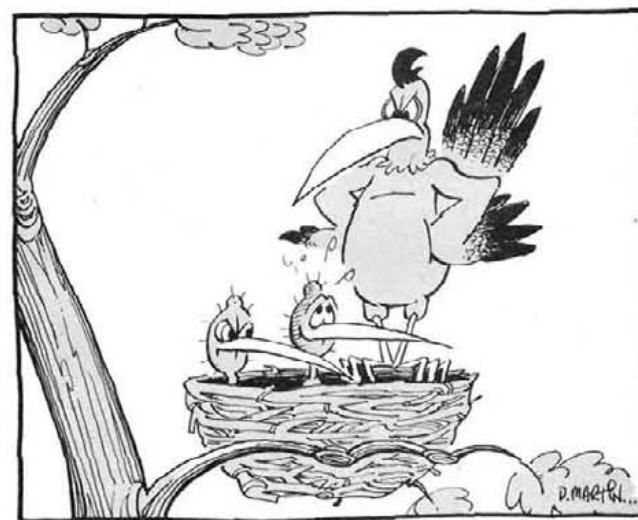
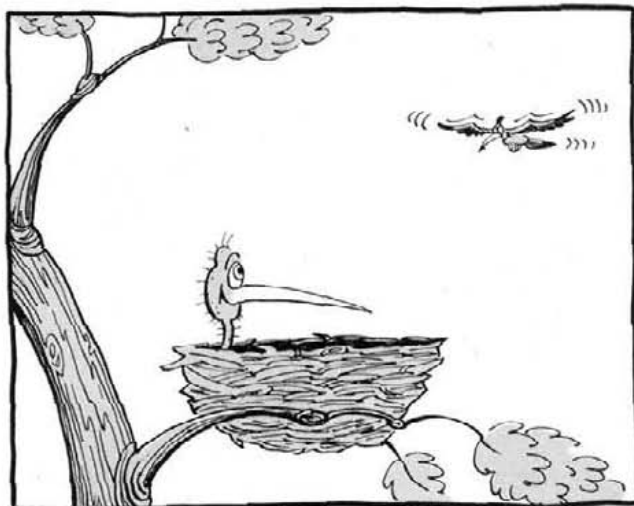
Okay,
I **DID**
it!

Good for you!
What did you
write...?

"Sorry!"



EARLY ONE MORNING HIGH IN A TREETOP





BYGONE BUY-GONES DEPT.

Despite all the books written about major events in history, we still know very little about the way our ancestors lived their normal, every-day lives. That's because the world didn't have Classified Telephone Directories in the past. And

THE YELLOW PAGE

ARTIST: BOB CLARKE

WRITER: TOM KOCH

PALEOLITHIC TELEPHONE COMPANY



CLASSIFIED SECTION

Crude

Upper Ledge, Chasm Place H0tstuff 5-4380

5-7172

Animal &
Words

SCAPE
SOUTH

4133

Small
people
eties

916

MRP.
ther

75
ld
y!

7

► Cemeteries

SHADY ACRES MEMORIAL GORGE

Achieve Lasting Fame By Letting Us
Bury Your Bones Where Future
Archaeologists Will Be Most Likely
To Find Them

427 Road to Where the Sun
Comes Up SToneage 6-9094

Village Burial Mound & Garbage Dump
231 Hilly Path Plitdown 5-2177

► Dating Services

MURD THE MATCHMAKER

Still Hoping To Meet That "Dream
Girl" You'll Want To Club Over
The Head And Drag Back To Your Cave?
Let Our Personalized Introduction
Service Help You

Upper Ledge, Chasm Place H0tstuff 5-4380

► Exterminators

ORK, AN EXTERMINATOR

Experts Dispatched Promptly To Smoke
The Bats Out Of Your Cave

703 Road Where No One
Passes By AMphibian 4-7878

Pong's Pest Riddance
161 Path That's Overgrown BRutal 6-3284

(See Our Display Ad This Page)

► Firemakers' Supplies

CLUG & OONG'S RETAIL FLINT SHOP

"Rub Two Of Our Products Together
& Watch The Sparks Fly"

Cave 26, Cliff That's
Crumbling L0wbrow 3-8182

Irg's Stone Quarry
272 Path Running Downhill.. PLiocene 6-5275

(See Our Ad Under "Weapons-Primitive")

► Interior Decorators

WOG & CHUCKIE

Brighten Up Your Cave Walls With
Hunting Scenes Drawn By
Talented Young Artists

Semi-Lifelike Animals Somewhat Human Figures
"Good Art Increases In Value Over The Eons"

419 Bare Patch Of Ground ... PUce 5-6987

Let A Pong's Professional Help Rid You Of Insect Pests

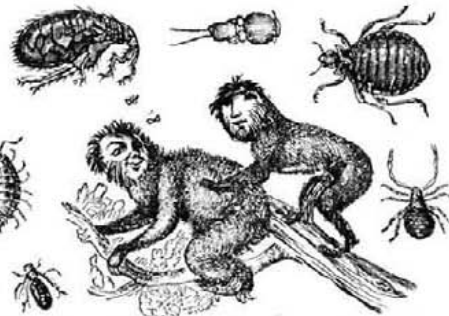
All Vermin Exterminated by Skillful
Hand Removal From the Hair on Your
Head, Shoulders, Back, Arms & Feet

SPECIALIZING IN
PAINFUL INFESTATIONS OF

NITS
LICE
FLEAS
BIG WOOLLY THINGS
FORAGING RODENTS

Bring Your Body In For A Free Estimate
Or Call

PRehensile 6-3282



Pong's Pest Riddance 161 Path That's Overgrown

there's no substitute for reading The Yellow Pages to find out how a community lives and works. So let's suppose the telephones had been invented at the Dawn of Mankind, and phone books appeared a few months later. Here is a MAD look at

S THROUGH HISTORY

*THIS IS PART I OF A CONTINUING SERIES. THE "ANCIENT ROME YELLOW PAGES" WILL APPEAR NEXT.

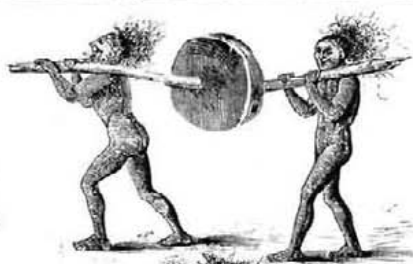
THE WHEEL—

MANKIND'S HOTTEST NEW INVENTION:

Be The First In Your Neighborhood
To Own One While It's Still In
The Experimental Stage!

IDEAL FOR USE AS A CONVERSATION
PIECE, A LAZY SUSAN OR SOME-
THING DECORATIVE TO LEAN AGAINST
YOUR FAVORITE TREE

For Prices & Specifications
PHONE
BRainstorm 3-9077



67 Path That's Always Muddy—Futuristic Gadget Company

► Travel Agencies

OVERLAND MIGRATION TOURS

MAKE RESERVATIONS NOW TO ESCAPE
THE NEXT ICE AGE BY WALKING SOUTH

Reach The Tropics Nightly Food & Lodging
In Less Than Arranged On Pillage
Four Generations Or Barter Plan

816 Track of the
Scary AnimalsLandbridge 6-4133

► Weapons—Advanced

Arr's Arsenal

Flat Place Atop The HillALifours 8-9006

(See Our Display Ad This Page)

GREAT UNITED ARROWHEAD CORP.

MANUFACTURING THE ULTIMATE WEAPON:
HAND-SHARPENED POINTY ROCKS!

760 Road to Where the
Sun Goes DownJAvaman 4-4916

► Weapons—Primitive

IRG'S STONE QUARRY

Many Varieties of Large & Small
Rocks for Throwing At Many Varieties
of Large & Small People

"We Chisel To Meet Your Requirements"

2 Path Running Downhill PLiocene 6-5275

OOM'S HOUSE OF BOULDERS

"Serving The Brontosaurus Squasher
Since 1,327,941 B.C."

Free Layaway We Absolutely Don't Deliver

676 Dry River BedPRimate 5-7172

► Wheels—Crude

Futuristic Gadget Co.,

67 Path That's Always Muddy.....GLork 3-9077

(See Our Display Ad This Page)

Want To Survive Your Next Big Game Hunt?

Then Let Us Help You Kill Any-
Thing That Moves With Our
Complete Selection of Lethal Goods

—Solid Stone Axe Heads
—Polished Hardwood Spears
—Heavy Duty Clobbering Clubs

ARR'S ARSENAL

Also Inexpensive Sharpened Sticks &
Other Saturday Night Specials

OKK & OKK

OFFERING CHOICE ACREAGE IN
THE PRIVEVAL OOZE!

An Investment With A Big Future
Profit Potential

The Farthest HillCLubswinger 5-4239

► Religious Organizations

Fellowship of Dirt Worshipers

394 Winding PathAPelike 7-8192

FIRST CHURCH OF THUNDER FEARERS

Come Join Us In Awaiting The End
Of The World During The Next
Electrical Storm

146 Trail That
Doesn't Go Anyplace ..TImedawn 8-9935

SOCIETY OF THE TREE DEITY (ORTHODOX)

See How Worshipping A Lombardy
Poplar Can Help You Recover From
Toothache, Enjoy A Fuller Love
Life And Create Ample Rainfall

Sunday Leaf Raking Ceremonies
Thursday Night Twig Snapping

509 Path Made By
Extinct AnimalsPLiocene 6-5275

► Rock Groups

irg's Stone Quarry

275 Path Running Downhill ..00uch 9-0987

(See Our Ad Under "Weapons—Primitive")

► Schools—Private

BUR & LITZ LANGUAGE INSTRUCTION

Stop Grunting Like An Animal &
Learn To Speak Meaningful Words
The Easy Bur-Litz Way!

Cave 8, Cliff by the GullyGRunt 8 6677

► Ladies' Fashions

MR. LUB'S FUR SALON

FEATURING GORGEOUS
SABER TOOTH
TIGER PELTS

Many With Skulls Still Attached For
Wear As Fashionable Parkas

345 Path Through The
Garment DistrictFAngsnarl 5-6336

WOOLY MAMMOTH MART

Enjoy The Splendor Of Warm, Hairy,
Dual-Purpose Mammoth Fur

Wear It As A Coat By Day Use It As A Rug By Night

222 Field Where The
Sloths HibernatePAchyderm 9-4141

► Pet Obedience Schools

GRAK'S TYRANNOSAURUS TRAINING

TURN YOUR BIG LOVABLE MUTT
INTO A GUARD DINOSAUR!

We Teach Pets To Stomp on
Intruders at Your Command!

116 Place of Slimy
Green WaterROckside 8-2660

► Physical Therapists

APEMEN OF MERCY CLINIC

No Need To Endure Pain When Our
Competent Specialists Can Hurl
You Off A Cliff And Put You
Completely Out Of Your Misery

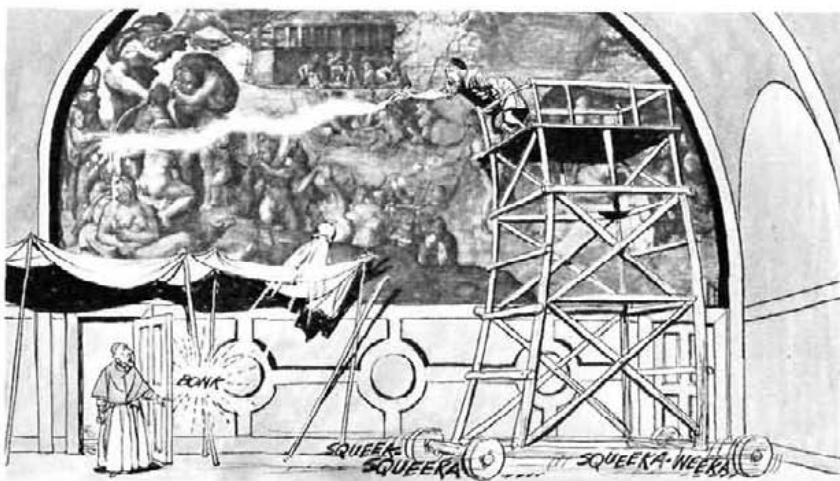
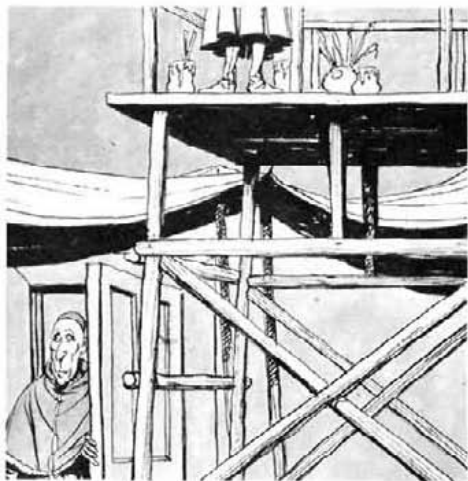
717 Top of The Bottomless PitAArg 5-6175

► Real Estate Agents

Century 13,279 B.C. Realtors

Big Bonfire CircleMidden 7-2800

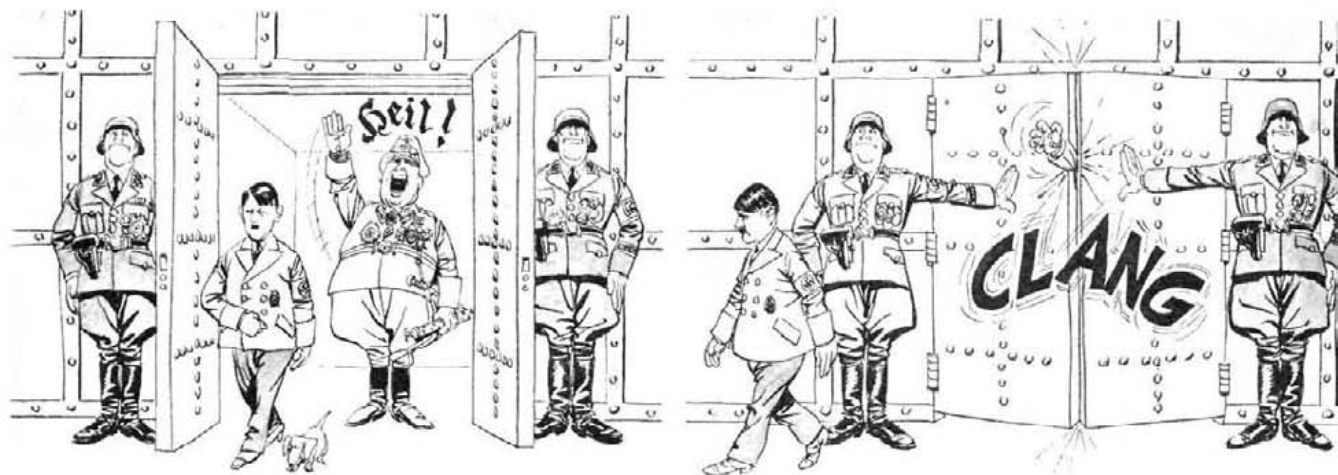
A MAD LOO



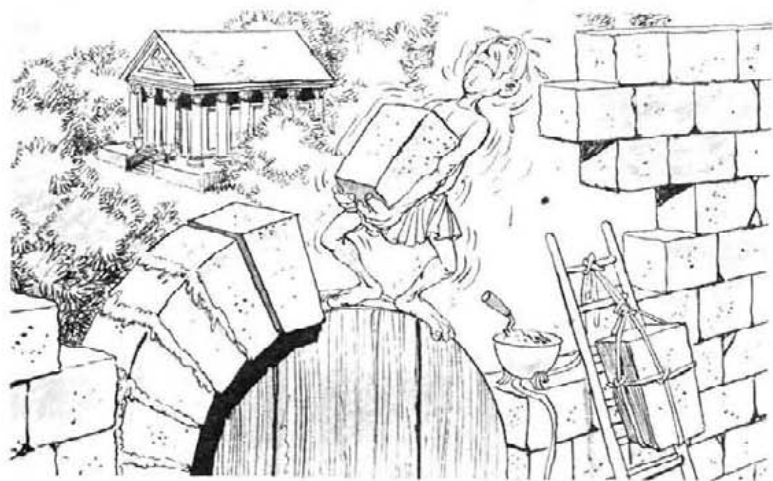
ARTIST: GEORGE WOODBRIDGE

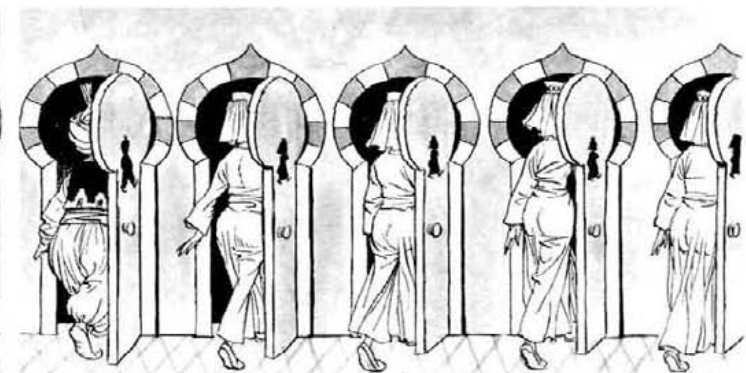
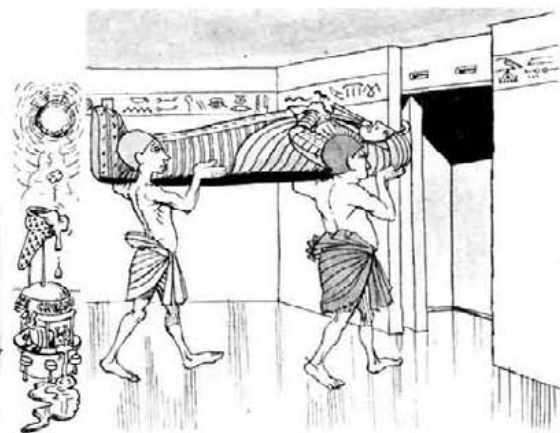
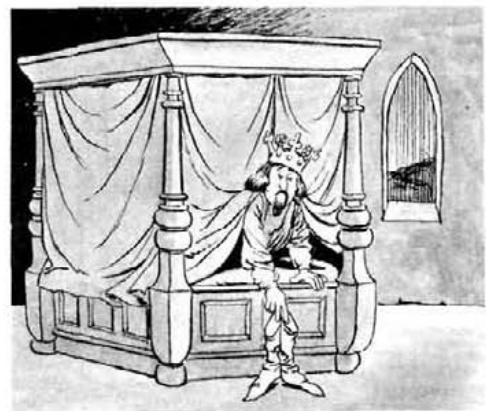
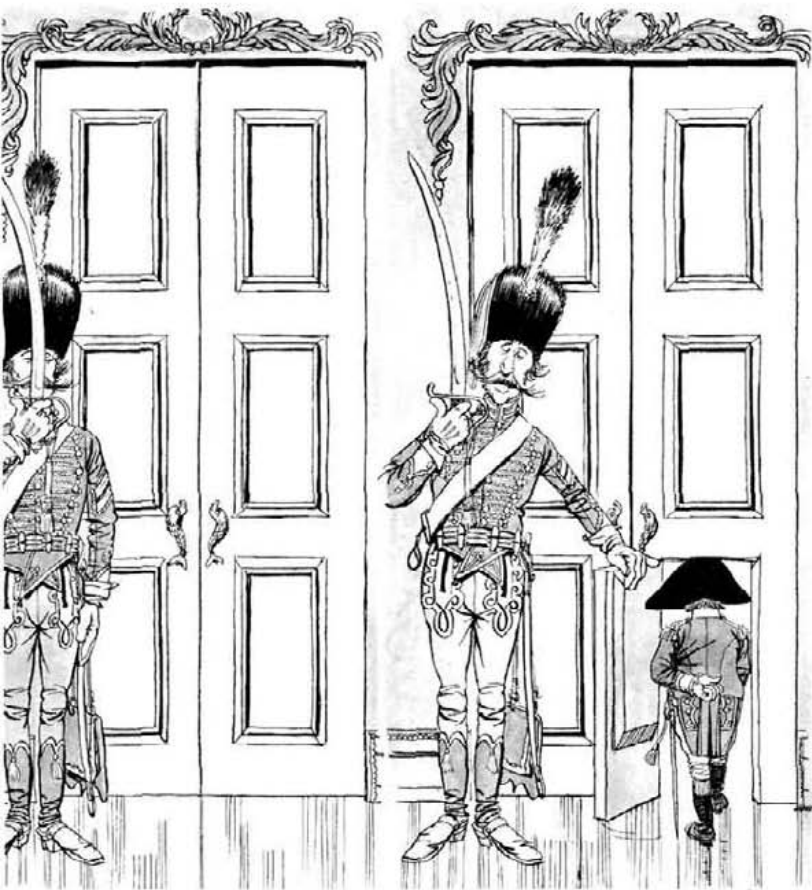
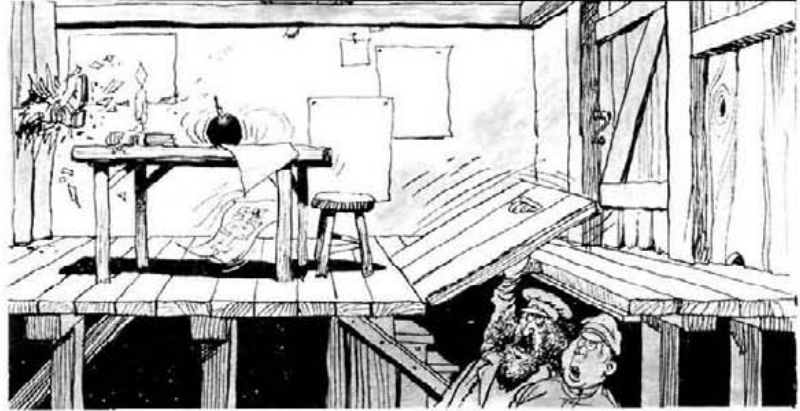


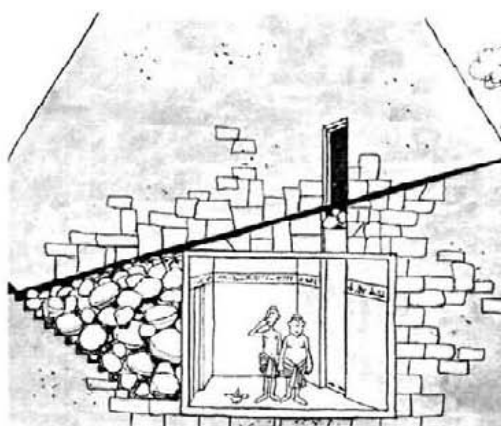
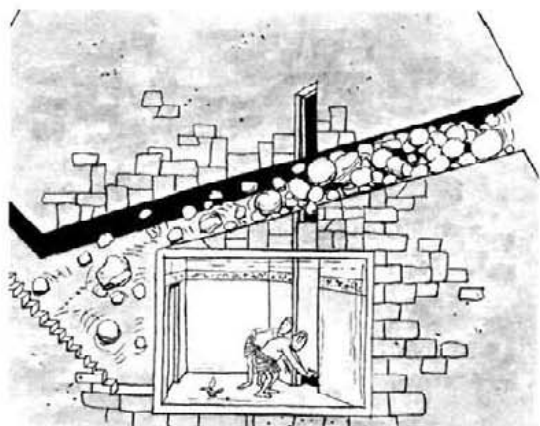
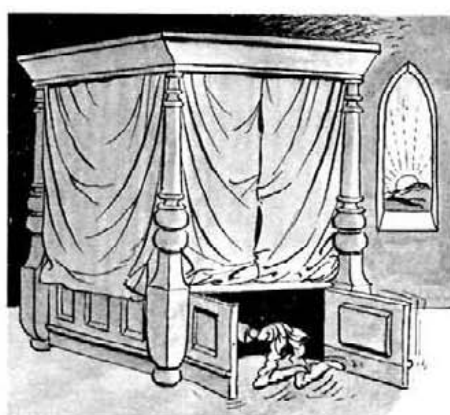
K AT DOORS



WRITER: PAUL PETER PORGES







Remember when this used to be a man's world? And then, something called "Women's Lib" came along, and females took over? Well, they've taken over a lot more than we

realize. Particularly in the entertainment world. It started on TV with "Charlie's Angels," "Police Woman" and a slew of female-oriented shows. Then it made its

When Women Take Over

A MODERN VERSION OF AN OLD GANGSTER FILM

You haven't got a chance, Goldie! Throw down your gun and come out with your hands up!

I'm warnin' you, Coppers! Make one wrong move, and I'll blow my brains out! Then you're gonna have my blood on your hands!

Let ME try talking to her, Chief...



Remember me, Goldie...? Remember two motherless girls, growing up on the Lower East Side? So alike and yet so different...? One became a NUN... and the other turned to crime!

Sure I remember you, Sister! Tell me... where did you go wrong?!!

Give yourself up, Goldie! Please!!

Stand back, Sister!! Take one more step, and I'll blow my brains out!



ARTIST: HARRY NORTH, ESQ.

A NEW PRODUCTION OF AN OLD HORROR CLASSIC

Good Lord! Trapped in the clutches of this horrible monstrous jungle beast! I've got to play my cards right... or I'm DOOMED!

Hi, there, Queen Kong! I want you to know that no matter WHAT they say about you, I have nothing but compassion for you!!



You never WANTED to leave your jungle home, right?!? They FORCED you to do it!

They call YOU a savage?!? HAH!! You see the way THEY live?!? All that robbing and mugging and killing?!?

Why, next to THEM, you're an ANGEL!!



way to the big screen with women's films like "Julia" and "Turning Point." Then it really got out of hand with "Coma," which featured a gorgeous young woman who

not only beat up on hoods, but performed stunts what would frighten Evel Knievel and Clint Eastwood. Well, if this trend keeps up, here is what might happen...

er Movies Completely



It's no use!
She's not
coming out!

I'll talk
to her,
Chief...



Goldie! It's me!
Herbert! And our
ten kids! Give
yourself up! If
not for YOUR
sake, at least
for OURS! Please
—sob— PLEASE!

Okay, Herbert...
I will! Thank you
for showing me the
light! I've been
such a fool! Life
is really worth
living after all!

Thank you, Goldie! You'll
never regret it! You'll
see! In no time, you'll
be out of jail and back
home... cooking for all
of us and cleaning the
house and shopping and
riding in car pools and—



WRITER: LARRY SIEGEL



You know what's so
incredible?! That
someone your size
has such style...
and grace! I mean
you move like
poetry in motion!

And you know some-
thing else?!? Man,
I mean, the way you
climbed up the side
of this building,
you are **ONE HELL
OF AN ATHLETE...**



... for a female!!

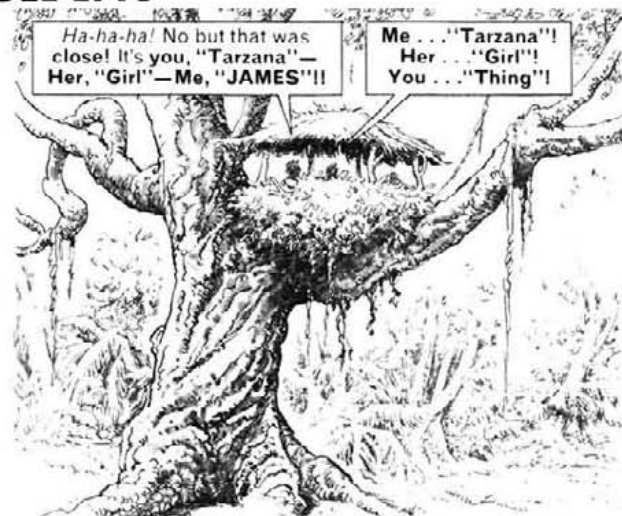


Damn! And I was doing so
well there for a while...

AN UPDATE OF A TYPICAL WESTERN MOVIE

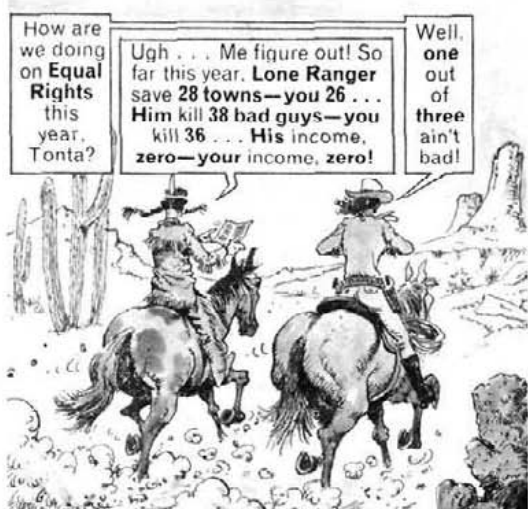
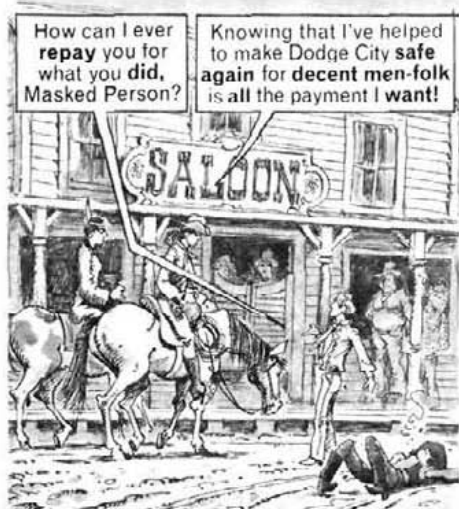


A RE-MAKE OF A FAMOUS OLD JUNGLE EPIC



A NEW VERSION OF AN OLD DETECTIVE FILM





LATE ONE FINE AFTERNOON ON AN UPTOWN BUS

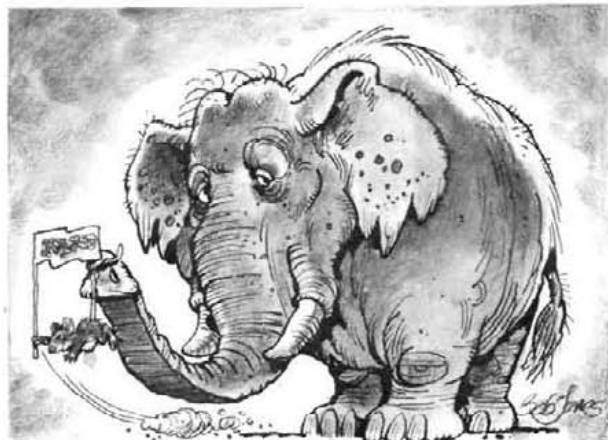




THE GIFT

ARTIST: BOB JONES

WRITER: FRANK JACOBS



*When Nature made the Elephant,
A gift she did bequeath—
A trunk which hangs down from the front
And picks up things beneath.*



*The Whale was blessed with tail and fin
For swimming through the seas:
The Walrus with great folds of skin
Providing anti-freeze.*



*The Polar Bear was colored white:
The Skunk was filled with gases;
The Hawk was blessed with wondrous sight
Without the aid of glasses.*



*Soft, silky fur was dealt the Seal,
The Kangaroo a pocket.
And to the sleek Electric Eel—
A built-in DC socket.*





And Man, as anyone can see,
With his great gift is blessed:
A mind to think up ways that he
Can kill off all the rest.



MAD'S INGENIOUS PLAN FOR A MORE EFFICIENT GOVERNMENT

ARTIST: JACK DAVIS

WRITER: BARRY LIEBMAN



Candidates will not be allowed to receive campaign contributions from individuals or large corporations. However, they will be allowed to finance their campaigns by driving a cab or panhandling on the street.



Outside interests in large corporations, real estate ventures or the stock market will be forbidden to all politicians. However, they will be allowed to moonlight as garbage men, soda jerkers, gas station attendants or something equally suitable.



The President of the United States will receive a minimum wage (\$2.65 an hour) and, at the end of his term, will be "tipped" by the American Public. Tips will not be allowed to exceed \$5 per person (since that's too small to be considered a bribe).



The salaries of the President, his Cabinet members, and all members of Congress will not be raised in accordance with the rising cost of living, since it's their job to keep it down in the first place.



In order to prove their dedication to their job, all politicians will be forced to take a "vow of poverty" before entering office.



In order to speed up the Congress, a limit of 5,000 words will be placed on every speech, and a fine of \$10 per additional word will be imposed on any Congressman who goes over this reasonable limit.



Because Congressmen have a tendency to fall asleep while on the job, a Surprise Quiz will be given at the end of each daily session of Congress, and the results published.



A fine of \$50 (per word) will be charged to all candidates who use five-syllable words where a two-syllable word (or less) would do just as well.



Government agencies will no longer be allowed to spend tax dollars (for any reason whatsoever) without first having to ask permission from each and every taxpayer.



Any politician claiming to be "one of the common people" will be required to live among the "common people" in a slum neighborhood while serving his full term of office.



Expense allowances for Congressmen will not exceed \$149.50 per week. (If they can't manage THEIR budget, why should they be allowed to manage OURS?)



After the election, all candidates (winners OR losers) will personally have to eat all their posters, handbills, and stickers that haven't been removed by mid-December.



All political candidates will be obliged to draw up a contract explaining (in outline form) what they plan to do if elected. And at the end of their terms, they will be paid a flat fee for every promise that wasn't broken.



To avoid further hanky-panky on Capital Hill, all new Secretaries will be chosen by a Committee of Congressional Wives.



Congressmen, Governors, Mayors and Supreme Court Judges will not be given bodyguards or Secret Servicemen since it's their job to keep the streets safe to begin with.



When they retire, all politicians will receive the same type of pension that is given to the average school teacher, coal miner, auto worker, clerk, etc.

THE MAD OVERRATED.

MORK
is overrated



MINDY
is underrated



FOOTBALL RUNNING BACKS
are overrated



THEIR BLOCKERS
are underrated



THE BOARDWALK
is overrated



TENNESSEE AVENUE
is underrated



LUCY
is overrated



LINUS
is underrated



THE 7TH COMMANDMENT
is overrated



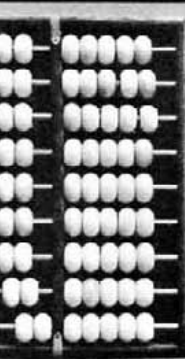
**THOU SHALT NOT
COMMIT ADULTRY**



**THOU SHALT NOT COVET
THY NEIGHBOR'S WIFE.**

THE 10TH COMMANDMENT
is underrated

ELECTRONIC CALCULATORS
are overrated



ABACUSES
are underrated



UNDERRATED BOOK

WRITER: FRANK JACOBS

PHOTOS BY U.P.I.

CHER
is overrated



TONI TENNILE
is underrated



LOVE
is overrated



LIKE
is underrated



BIG BIRD
is overrated



GROVER
is underrated



LUKE SKYWALKER
is overrated



CHEWBACCA
is underrated



HOME RUNS
are overrated



TRIPLES
are underrated



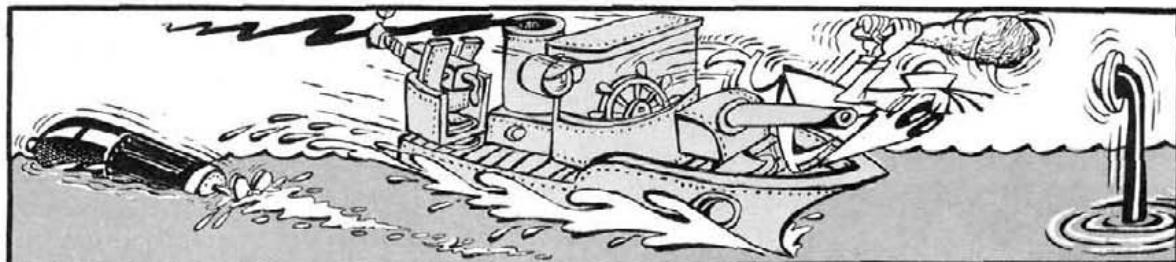
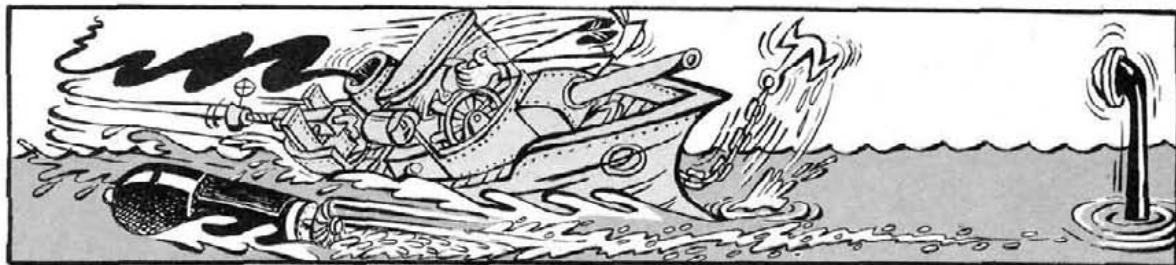
MR. SPOCK
is overrated



MR. SCOTT
is underrated



SPY VS SPY



WARNING: CONTAINS CYCLE-MATES DEPT.

In real life, most cops spend their time writing tickets, busting bad guys, cooping, saying "perpetrator," and griping about their pay. But on a weekly hit TV series, the cops are different. They spend their time doing un-cop-like things, like giving advice and counseling, and getting involved with the people they're supposed to be arresting, and their victims. No . . . we're not talking about "Adam-12"! But it's the latest clone from that old show! We're talking about those two **California Highway Mounted Psychologist-Social workers** . . . better known by their popular acronym as . . .

"CHiMPs"



ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE



Maybe you're being paranoid! It was probably just his radial tires!

THAT'S what was so suspicious! The whole truck blew up EXCEPT for his radial tires!

Paunch! Look out! It's a FIRE BOMB!

It looks more like somebody flipped his "BIC"!

In our non-violent time slot, THAT's a FIRE BOMB!

It was probably thrown by some poor dude trying to get rid of his pent-up guilt feelings!

He's also trying to get rid of my pent-up TRUCK!

Gee, are you carrying explosives?

Not exactly! The load is—



Sgt. Contraire ... this is Paunch! I want to report — uh — what's the code for when your bike is lost in a mountain of popcorn???

WHAT ... ???

Popcorn, Sarge! My bike is buried in POPCORN!!

How come this never happens to Starsky and Hutch?! Well — pour on some melted butter and salt, and keep eating until you find your bike!!



Barbie, tell us! When did these alleged "suspicious accidents" start happening to your Daddy's trucks?

They began shortly after my Daddy refused an offer to buy his company! I ... I think there's a connection! I mean, we've had 7 trucks destroyed, our house has burned down, and my Daddy's mysteriously disappeared!

Barbie, how long have you had this feeling that people were out to get you? You can talk to us! We're friends!

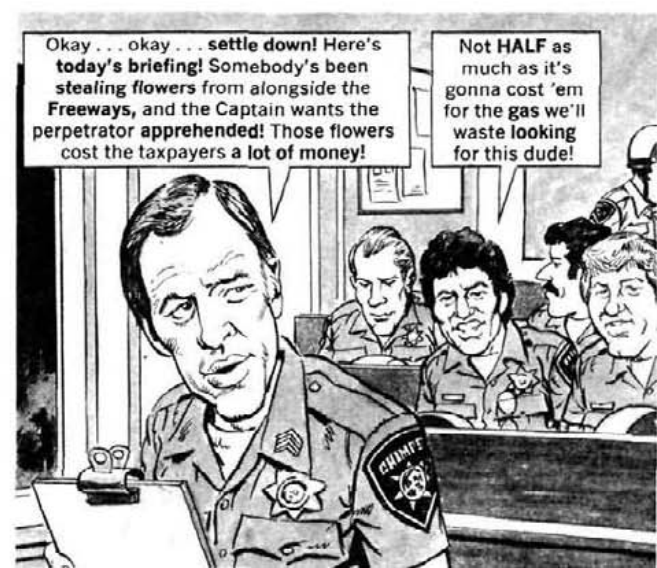
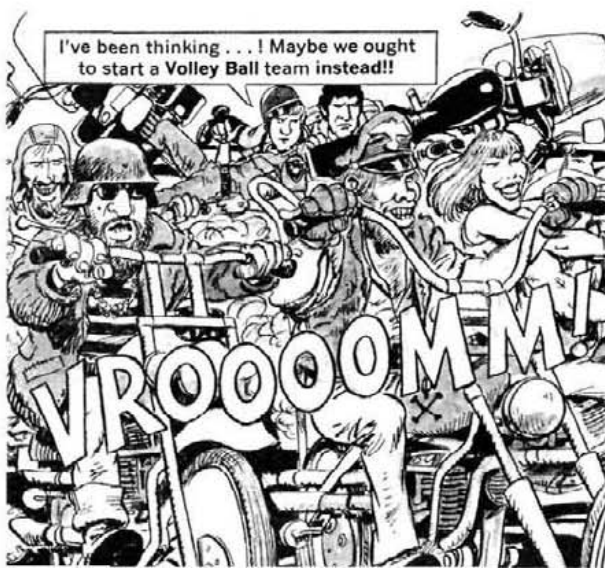
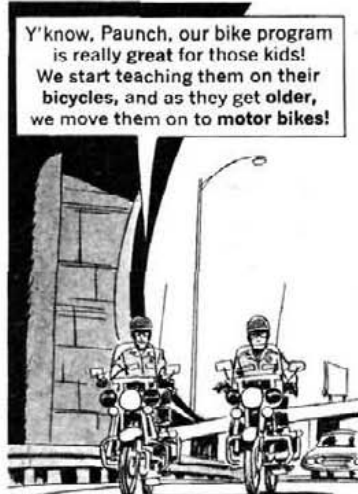
What's this? A traffic jam—or an encounter session??? Let's get these cars moving!!

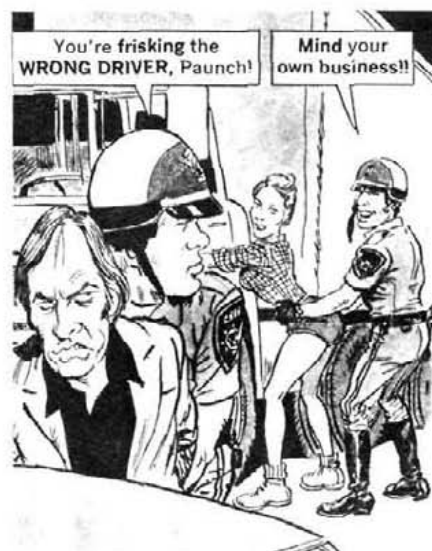
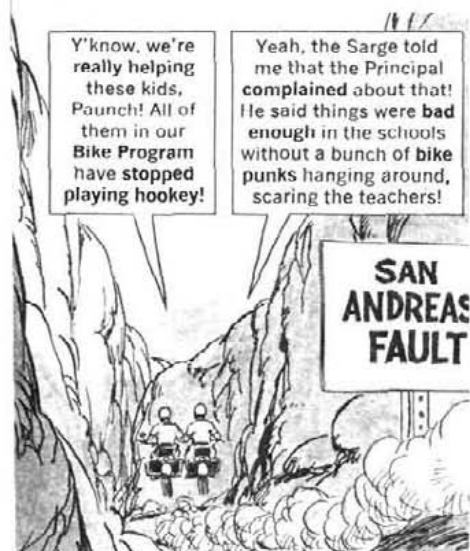
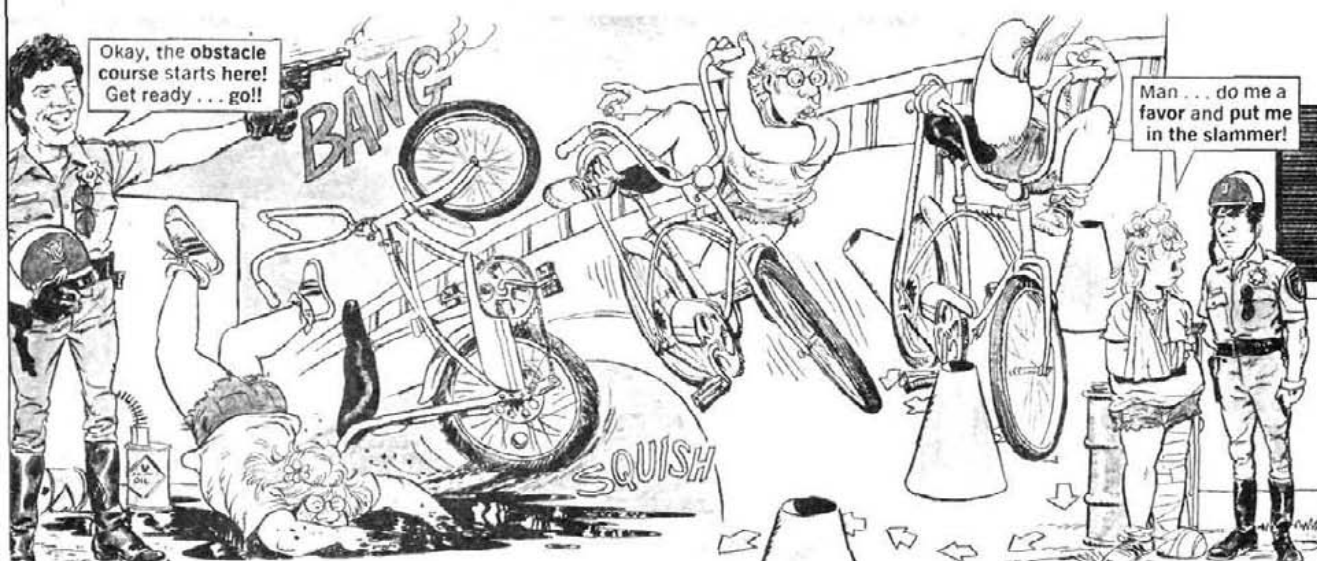


Hey, Harlequin! Why wouldn't you come out on the Freeway to repair my bike?

I don't make "Road Calls"! And don't come in here until you've scrubbed up!







You're under arrest for attempted murder, reckless driving, and even worse, setting a bad safety example for our Bike Club members!

Jarn! Look what I found in this paper bag under the front seat!

I'll talk! I'll talk! I'll tell you everything! Only don't let anybody know what's in that paper bag!

Is it narcotics?

No... it's nothing but a peanut butter and jelly sandwich! So why all the fuss?

If the word ever got out that a Big Time Hit Man like me was brown bagging it, I'd be laughed out of the mob! It's this lousy inflation! Have you any idea what it costs to eat out these days?

I was hired by Mr. Bigg to scare her old man into selling his business! Once he sold, Mr. Bigg figured the other truckers'd sell and he'd control the industry!

Hey, that reminds me of a classic case history...!

Was it Freud, ... or Dear Abby?

No, John Wayne... and some cattle ranchers!



I guess you heard about it, Sarge? We busted the Hit Man who tried to knock off Barbie and her Old Man!

I didn't see you bring in any prisoner!

Oh... we didn't arrest him! Not after he promised to join our Senior CHIMPS Bike Program!



I stopped by to remind you you're taking me to the Trucker's Disco tonight, Paunch!

Alllll right!! Say, how about getting dates for my buddies?

It's kinda short notice!

Just bring along some Truck Drivers like YOU... right guys!?

RIHHHHHT ON!!



Paunch... I know you like to show off by doing your John Travolta bit! But from now on...



... we'll get our OWN dates!

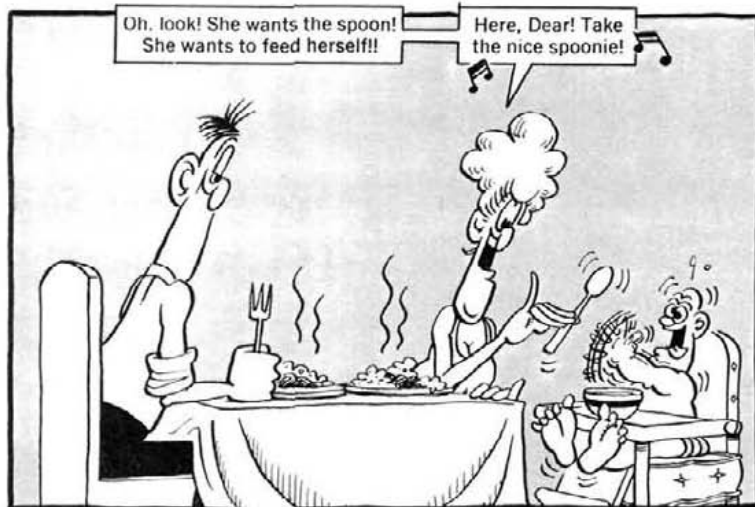
I HATE touch dancing!!



ONE EVENING IN A NICE YOUNG COUPLE'S HOUSE

Oh, look! She wants the spoon!
She wants to feed herself!!!

Here, Dear! Take
the nice spoonie!



GLOOP



Splot



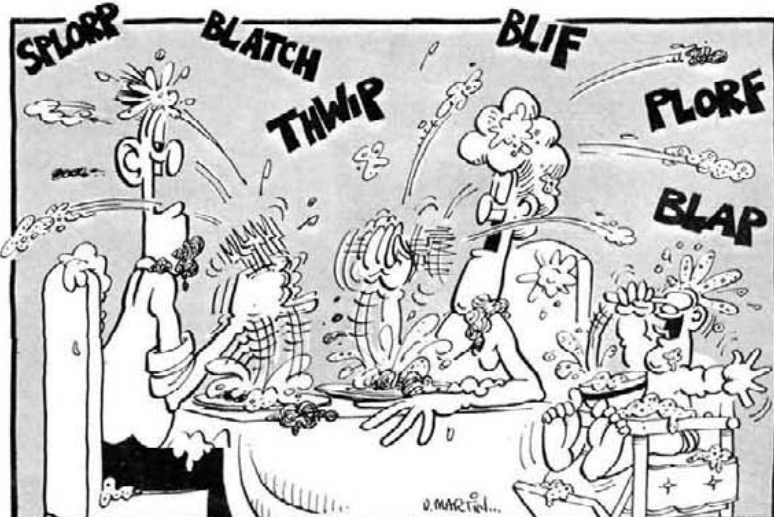
Splork



Splak



Glorp



Splorp

Blatch

Blif

Florf

Blap

THE FOLD-IN FANATIC AWARD

Presented to all those stalwart MAD Readers who have carefully and consistantly folded in their "Fold-Ins." This...the highest award that MAD can bestow...duly recognizes what you, the faithful "Fold-In" Fan, has become. (To find out what *that* is, fold in the award!)



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



YOUR PICTURE HERE

YOUR NAME HERE

Jeff

